

## CLAIMS

What is claimed is:

1. A method of doing business aiding in communications between commercial merchants and consumers comprising the steps of:

- 5 (a) entering customer specific data inquiries into a computer database, said database having preprogrammed communication links to a wireless data network;
- (b) searching said wireless data network for customer specific communication links;
- 10 (c) retrieving said customer specific data communication link;
- (d) facilitating interactive data communication between said database and said customer specific data communications link;
- 15 (e) transmitting interactive data to customer operated wireless communications device.

2. A method for receiving and transmitting consumer inquiries for commercial items to a pre-selected location for placement, comprising:

providing a computer for transmitting signals to and receiving signals from customer operated devices, wherein the computer receives customer purchase inquiry information;

comparing customer identifier with customer profile information stored on a computer readable medium associated with the computer;

retrieving an existing customer profile or creating a new customer profile if no existing file is available;

25 transmitting a signal representative of a visual display of purchase inquiry items; and

transmitting customer inquiry data to an operation center for placement.

3. The method for receiving and transmitting consumer inquiries  
5 for commercial items as defined in claim 2, wherein the computer is associated with a server for permitting data communication between the computer and one or more customer operated devices.

4. The method for receiving and transmitting consumer inquiries  
10 for commercial items as defined in claim 2, wherein the computer readable medium is programmed with software instructions for retrieving an existing customer profile or creating a customer profile.

5. The method for receiving and transmitting consumer inquiries  
15 for commercial items as defined in claim 4, wherein the customer profile information is stored on the computer readable medium.

6. The method for receiving and transmitting consumer inquiries  
20 for commercial items as defined in claim 2, wherein the computer readable medium is a random access memory, read only memory, floppy disk, magnetic hard disk drive, a magnetic/digital tape or a CD-ROM.

7. The method for receiving and transmitting consumer inquiries  
25 for commercial items as defined in claim 2, wherein the customer operated devices include a computer, personal data assistants, telephones, pagers, television systems, or a household appliance.

8. The method for receiving and transmitting consumer inquiries  
for commercial items as defined in claim 2, wherein the visual display

includes graphic representations of retail items.

9. The method for receiving and transmitting consumer inquiries for commercial items as defined in claim 2, wherein the visual display
- 5 includes alphanumeric representations of retail items.

10. The method for receiving and transmitting consumer inquiries for commercial items as defined in claim 2, wherein the signals representative of a visual display of retail items.

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11. The method for receiving and transmitting consumer inquiries for commercial items as defined in claim 2, wherein the method further includes the step of transmitting a signal confirming the customer's inquiry information.

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12. The method for receiving and transmitting consumer inquiries for commercial items as defined in claim 2, wherein the method further includes the step of prompting the customer to place the selected items by choosing among displayed payment options.

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13. The method for receiving and transmitting consumer inquiries for commercial items as defined in claim 12, wherein the displayed payment options include cash at time of placement, credit card, money order, or debit card.

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14. The method for receiving and transmitting consumer inquiries for commercial items as defined in claim 2, wherein the computer activates a search algorithm that cross-references customer profile data with geographic information stored on the computer readable medium for each operation

center.

15. The method for receiving and transmitting consumer inquiries for commercial items defined in claim 1, wherein the computer activates a bar code associated with the selected item.

- 5        16. The method for receiving and transmitting consumer inquiries for commercial items defined in claim 2, wherein the computer activates a bar code associated with the selected item.

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